



PATENT  
Docket No. 10551/514

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANTS : Ronald D. BLUM, et al.  
SERIAL NO. : 10/682,435  
FILED : 10 October 2003  
FOR : FLOOR DISPLAY SYSTEM WITH VARIABLE IMAGE ORIENTATION  
GROUP ART UNIT : 2632  
EXAMINER : Thomas J. MULLEN  
COMMISSIONER FOR PATENTS  
P. O. Box 1450  
Alexandria, Virginia 22313-1450

**INFORMATION DISCLOSURE STATEMENT  
UNDER 37 C.F.R. § 1.97 & § 1.98**

SIR:

In conformance with Applicants' duty of disclosure under 37 C.F.R. § 1.56, § 1.97 and § 1.98, the references listed on the attached form PTO-1449 are hereby brought to the Examiner's attention.

Since all of these references were submitted and/or cited by the Examiner in parent application number 10/285,639, which is properly identified and relied on for an earlier effective filing date, no copies of the references are required.

37 C.F.R. § 1.98(d)(1).

It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear in the "references cited" on any patent to issue therefrom.

This Information Disclosure Statement is being filed after the mailing of a first Office Action but before an action closing prosecution in the application. The Office is authorized to charge the fee of \$180 under 37 CFR § 1.17(p) to Kenyon & Kenyon deposit account no. 11-0600. The Office is further authorized to charge any other fee associated with this communication, or credit any overpayment, to deposit

✓ Did not receive any FDRs or NPLs.

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01 FC:1806 100.00 DA

account no. 11-0600.

The Office is invited to contact the undersigned at 202-220-4323 to discuss  
any matter concerning the above-identified application

Respectfully submitted,

Date: Nov. 9, 2004

  
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## FORM PTO-1449

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## U.S. PATENT DOCUMENTS

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EXAMINER

DATE CONSIDERED